

About Me

I am an audiovisual professional passionate about music and arts, with +5 years of experience producing videos and graphics for Radio, TV, agencies, commercials, and music content production. My knowledge of Adobe softwares and in-depth understanding of the most trending's social media platforms enable me to create engaging and relevant on-brand content.

My Skills

- Brand Identity design
- Social Media & Web Visuals
- Adobe Photoshop, Illustrator, InDesign, Lightroom and Premiere
- Photo & Video production
- DSLR Equipment operation
- Lighting and audio
- TV and live production

Soft Skills

- Creative collaboration
- Organization
- Efficient multitasking
- Team player
- Attention to detail
- Social media user

Languages

- English
- Spanish
- Portuguese

Education

BACHELOR'S DEGREE IN RADIO, TV & INTERNET

2014-2017 | Faculdade Cásper Líbero - Brazil

- Final Project (Youtube channel about independent music) elected as the Best Experimental Project by the University in 2017.

ADV. CERTIFICATE IN GRAPHIC DESIGN FOR PRINT & WEB

2021 | Humber College - Toronto, ON

- Graduated with honours standing
- Extensive training in Adobe CC programs

Work Experience

Freelancer

2023 - current | Graphic Designer

- Creating brand identity, logos and social media design for independent small-medium sized businesses.

Associate Director & Senior Graphic Generator (casual)

2021 - current | CBC Radio/Canada (CBC News & Sports)

- Responsible for back-timing CBC News Network shows following the iNews lineup. Coordinating when the graphic items, supers, VO/SOT, and clips go on air. *Participation in the Beijing Winter Olympics 2022.*
- Performing and designing TV graphics for CBC Sports live shows and post-production.

Founder, Graphic Designer, and Chef

2020 / 2021 - The Brigadeiro, Toronto | @thebrigadeiroca

- "The Brigadeiro" is my Personal Project, an independent small business that produces the most famous Brazilian candy.
- Brand identity, photography, graphic design for social media, web customer service, order management, and chef.

Filmmaker

2018/2019 - Black Door Films, São Paulo

- Responsible for producing, and capturing audio and multi-camera video, studio photo shoot, graphic design for videos, and editing.
- Advertising, institutional videos and online interview shows for big brands in Latin America.

Filmmaker

2017/2018 - StartSe (startup), São Paulo

- Producing, Hosting/Voice-over, recording, editing videos, photos and graphics to optimize the brand identity, promotions, courses, news, social media content, and events campaigns.
- Liaised with key startup industry leaders and developers to produce innovative New Economy & technology content.